

## Message Text

UNCLASSIFIED

PAGE 01 JOHANN 00103 201146Z  
ACTION AF-08

INFO OCT-01 EB-07 ISO-00 PER-03 ABF-01 SS-15 SP-02 /037 W  
-----201155Z 113155 /14

R 201010Z JAN 77  
FM AMCONSUL JOHANNESBURG  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 5502  
AMEMBASSY PRETORIA  
AMCNSUL CAPE TOWN  
AMCONSUL DURBAN

UNCLAS JOHANNESBURG 0103

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A  
TAGS: BEXP, SF  
SUBJECT: COMMERCIAL PROGRAM: PRODUCT LITERATURE DISPLAY:  
AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT

REFS: 1. USDOC 21888, 2. PRETORIA 5828

1. MARKET ANALYSIS SUBJECT PRORAM CONTAINED IN OUR A-05  
DATED JANUARY 24. WE AWARE DEPARTMENTS REQUEST FOR CABLED  
SHORT MARKET ANALYSIS REFTEL (1). HOWEVER, AS REPORTED  
REFTEL (2) EMBASSY AND CONGENS JOHANNESBURG AND CAPE TOWN  
SHALL EVALUATE RESULTS CATALOG DISPLAY SCHEDULED FOR  
FEBRUARY 14-23 PRIOR TO CONFIRMING THIS EVENT IN FY'77  
CRAG. PRINTING AND GRAPHIC ARTS (PGA)

2. NEVERTHELESS, (AS REPORTED IN OUR A-05 DATED  
JAN 24) WE BELIEVE THAT, FOR DEPARTMENTS PRIOR PLANNING  
AT THIS STAGE, GIVEN AN AGREEMENT TO EXPAND DISPLAY TO  
INCLUDE AUTOMOTIVE PARTS AND ACCESSORIES (SCHEDULE B  
COMMODITY NOS. 6291020, 6294005, 6638202, 6638215, 6647020,  
6647040, 6648015, 6952304, 6952307, 7115004, 7115036, 7115064,  
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7191509, 7192257, 7193154, 7195320, 7195344, 7222091, 7231030,  
7242030, 7291210, 7294110, 7294120, 7294135, 7294145, 7294210,  
7294220, 7294230, 7328942, 7328943, 7328944, 7328948, 8124210,  
8618220, 8619320, 8619742, 8619748, 8619905, ) FOR SELECTED  
RANGE OF SPARE PARTS AND ACCESSORIES TOGETHER WITH MAINTNANCE  
AND REPAIR EQUIPMT (BTN CATEGORIES 82.03.10; 82.07.50.10,  
84.11.30, 84.21.50, 84.21.60, 84.59.60, 85.23.15, 90.24.20.40,

90.28.10, 90.27.30, 90.16.20.20, 90.28.20.90) THERE WOULD BE  
SUFFICIENT MARKET TO JUSTIFY THIS EVENT

3. BRIEFLY, OUR SURVEY SHOWS THAT FOREGOING AGGREGATES PROVIDE  
AN ESTIMATED IMPORT MARKET OF \$26 MILLION (US SHARE \$5.2  
MILLION: PERCENTAGE 20) WHERE AUTOMOTIVE REPAIR AND MAINTANANCE  
IS CONCERNED, AND \$25 MILLION US EXPORTS WHERE PARTS AND ACCESSORIES  
ARE CONVERVED.

4. THE TARGET MARKET UNIVERSE IS MORE THAN 1,000 COMPRISED OF  
12. MANUFACTURES, 51 IMPORTERS, AGENTS AND DISTRIBUTORS,  
CONSERVATIVLY 500 ENDUSERS IN THE REPAIR AND MAINTENANCE  
INDUSTRY, AND CONSERVATIVELY 500 MANUFACTURERS, AGENTS  
AND DISTRIBUTORS IN THE PARTS AND ACCESSORIES INDUSTRIES.  
SUGGEST PLANS PACKAGE NOT BE SENT US INDUSTRY PRIOR USDOC RECEIPT  
OUR PGA EVALUATIONS.

JOHNSON

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** 77 PRETORIA 5828  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3550109  
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**Status:** NATIVE  
**Subject:** COMMERCIAL PROGRAM: PRODUCT LITERATURE DISPLAY: AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT  
**TAGS:** BEXP, SF  
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**Review Markings:**  
Margaret P. Grafeld  
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